

1 1. A method for debugging advertisement selection criteria used by an
2 advertisement selection engine for placing an advertisement on a page, the method
3 comprising the steps of:

4 displaying the advertisement on the page; and
5 displaying the selection criteria for the advertisement on the page.

1 2. The method of claim 1 wherein the selection criteria is displayed on
2 top of the advertisement.

1 3. The method of claim 2 wherein the advertisement is comprised of a
2 reduced contrast appearance.

1 4. The method of claim 1 wherein the page is a World Wide Web page
2 that is defined by hypertext mark-up language.

1 5. The method of claim 1 and further including the step of transmitting, to
2 a consumer, the page with the advertisement.

1 6. The method of claim 1 wherein the selection criteria comprises a
2 technology associated with the advertisement, a geographic area associated with the
3 advertisement, and a sex of a consumer at which the advertisement is directed.

1 7. The method of claim 1 and further including the step of displaying a
2 weighting factor associated with each of the selection criteria.

1 8. The method of claim 7 wherein the weighting factor is a range of
2 numbers from 0 to 10 such that 0 indicates that particular selection criteria had no
3 impact on the advertisement's selection and 10 indicates that particular selection
4 criteria had a strong impact on the advertisement's selection.

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1 9. The method of claim 7 wherein the weighting factor is a range of
2 letters.

1 10. A method for debugging advertisement selection criteria for placing an
2 advertisement on a page comprising information content intended for a consumer, the
3 method comprising the steps of:

4 determining which advertisements, of a plurality of advertisements in an
5 advertising pool, fit available space on the page;

6 determining which advertisements, of the advertisements that fit available
7 space on the page, are demographically correct;

8 selecting an advertisement from the demographically correct advertisements
9 that has a highest value;

10 checking heuristics of the consumer;

11 determining if the advertisement has previously been transmitted to the
12 consumer;

13 if the advertisement has not been previously transmitted to the consumer,
14 determining if debugging of the advertisement is desired;

15 if the advertisement is not to be debugged, placing the advertisement on the
16 page;

17 if the advertisement is to be debugged, displaying the advertisement selection
18 criteria on the page with the advertisement; and

19 debugging the advertisement selection criteria.

1 11. The method of claim 10 and further including the step of storing the
2 plurality of advertisements in an advertising pool.

1 12. The method of claim 10 and further including the steps of:
2 placing the advertisement on the page after debugging the selection criteria;
3 determining if there is advertising space still available; and
4 if no advertising space is available, transmitting the page to the consumer.

1 13. The method of claim 10 and further including the steps of:

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if the advertisement has been previously transmitted to the consumer, determining a frequency of advertisement placement criteria for the advertisement; and
if the frequency of advertisement placement criteria is not satisfied, selecting another advertisement having a next highest value.

14. The method of claim 10 wherein the advertisement selection criteria comprises a technology associated with the advertisement, a geographic area associated with the advertisement, and a sex of a consumer at which the advertisement is directed and each of the selection criteria comprises a weighting factor.

15. The method of claim 14 wherein the step of debugging the advertisement selection criteria comprises changing at least one advertisement selection criterion.

16. The method of claim 14 wherein the step of debugging the advertisement selection criteria comprises changing at least one weighting factor.

17. A system for debugging advertisement selection criteria for placing an advertisement on a page comprising information content intended for a consumer, the system comprising:

a processor that controls processes for debugging the advertisement selection criteria;

memory coupled to the processor, the memory storing advertisement selection criteria used by the processor;

storage media coupled to the processor, the storage media storing the page of information content, a plurality of advertisements, and a plurality of advertisement selection criteria associated with each advertisement; and

input/output apparatuses coupled to the processor, the input/output apparatuses comprising means for transmitting the page comprising the information content and the advertisement.

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1 18. The system of claim 17 wherein the storage media comprises means
2 for storing consumer profiles.

1 19. The system of claim 17 wherein the input/output apparatuses comprise
2 an Internet interface that couples the system to the Internet.

1 20. The system of claim 17 wherein the storage media comprises a disk
2 drive for storing the page of information content, the plurality of advertisements, and
3 the plurality of advertisement selection criteria associated with each advertisement.

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